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**NEC DISPLAY SOLUTIONS/JETBLUE WIN DIGITAL SIGNAGE EXPO
APEX AWARD**

JetBlue Digital Signage Ring Takes Top Honors in Public Space Category

CHICAGO – February 26, 2009 – [NEC Display Solutions of America](http://www.techimage.com), a leading stand-alone provider of commercial LCD displays and projectors, announced today its NEC/JetBlue entry received a prestigious APEX Award at Digital Signage Expo. The entry won top honors in the public space category for JetBlue's digital signage implementation at John F. Kennedy International Airport in New York.

JetBlue's spectacular "Digital Signage Ring" is comprised of 43 40-inch NEC LCD monitors installed in the shape of a giant oval suspended from the ceiling. This deployment creates great visual appeal for the new Terminal 5 at JFK and enhances the travel experience for JetBlue customers. JetBlue selected the NEC MultiSync® LCD4020 model based on reliability, video-wall capabilities and its thin bezel, which creates a more seamless picture.

The Digital Signage Ring shows JetBlue branding content and also will be used for advertising, entertainment and to educate travelers. Custom content was created for the unique ring shape. JetBlue also purchased more than 200 LCD displays from NEC for its flight information displays throughout the terminal.

“NEC Display Solutions continues to focus on the digital signage market by adding many product features specifically designed for these kinds of installations,” said Mike Zmuda, Director of Business Development at NEC Display Solutions. “Our Digital Signage Technology Suite simplifies complex installations, and our stringent design criteria for commercial customers ensures high reliability in demanding, 24-hour-a-day environments.”

NEC’s large-format commercial displays and projectors can be seen at the Digital Signage Expo in Las Vegas, Nev. (NEC Booth No. 1613) through February 26.

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About NEC Display Solutions of America, Inc.

Headquartered in Itasca, Ill., NEC Display Solutions of America, Inc., is a leading designer and provider of innovative desktop LCD displays, professional-grade large-screen LCDs, a diverse line of projectors, and integrated display solutions. NEC Display Solutions develops leading-edge visual technology and customer-focused solutions for a wide variety of markets, including enterprise, professional, education, medical and digital signage. For additional information about NEC Display Solutions of America monitors, consumers can call (866) NEC-MORE, or visit the Web site at www.necdisplay.com.